

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of operating a content delivery system for distributing advertising content to users of personal computers, the method comprising:
collecting identification data from a network of personal computers, wherein the personal computers are configured to periodically receive and store advertising content and display the advertising content while or before bootloading a user selected application environment;
receiving the advertising content from an advertiser;
receiving preference data from the personal computers;
selecting the advertisement content that is to be distributed to the personal computers based upon at least one of received preference data from the personal computers and pre-determined conditions related to advertisement distribution;
formatting the advertising content for storage and display in the personal computers; and
distributing, using the collected identification data, the formatted advertising content to the personal computers.
2. (Original) The method of Claim 1, wherein the identification data comprises a unique identifier that is associated with one of the personal computers.
3. (Original) The method of Claim 1, wherein the identification data comprises an internet protocol address.
4. (Canceled)
5. (Original) The method of Claim 1, additionally comprising:
associating a fee with data representative of the advertiser; and
storing the fee in a storage device.
6. (Currently Amended) A content delivery system for distributing advertising data to a network of personal computers, the content delivery system comprising:

an identification database comprising identification data, wherein the identification data uniquely identifies a computer or a user in the network of personal computers;

an advertisement database comprising advertising data, wherein the advertising data is formatted for storage and display in the network of personal computers while or before the network of personal computers bootload a selected application environment;

a collection module for collecting the identification from the network of personal computers and storing the collection information in the identification database;

a formatting module for formatting and storing advertisement data in the advertisement database; and

a control module to:

receive preference data from the personal computers;

select the advertisement content that is to be distributed to the network of personal computers based upon at least one of received preference data from the personal computers and pre-determined conditions related to advertisement distribution; and

~~that distributes~~ distribute the formatted advertising data to the network of personal computers ~~upon the occurrence of one or more events.~~

7. (Original) The system of Claim 1, wherein the identification data comprises a unique identifier that is associated with one of the personal computers.

8. (Original) The system of Claim 1, wherein the identification data comprises an internet protocol address.

9. (Canceled).

10. (Original) The system of Claim 1, wherein the control module associates a fee with data representative of the advertiser; and wherein the control modules stores the fee in a storage device that is associated with one of the personal computers.